



Digital Marketing Guide

How To Grow Your Online Business: Ecommerce Growth Framework

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Introduction

We are Digital Performance Lab, a team of eCommerce experts who have got it all!

We pretty much live and breathe ecommerce as we specialise in taking ecommerce businesses to the next level. We want to help as many businesses as possible reach their full potential - that's why we've written this ebook!

So, sit back, grab a coffee and get ready to grow your online sales!

What is an ecommerce growth strategy?

Let's set the scene... you have established your ecommerce business. You've sourced your products, thought about your packaging, you've got your branding bang on - but you're keen to really bring your business to life. You need to build a strong online identity and realise your full growth potential.

In the beginning, eCommerce showed the rise of brands that understood how to effectively funnel shoppers through their buyer journey. From their first-touch on a social or a search ad to the moment of purchase. Customers progressed through a step-by-step path, fueling similarly predictable growth for the eCommerce brands themselves.

However, we feel the days of straight forward funnels are long gone...and as a result, the new model for eCommerce growth, is decidedly non-linear. Shoppers discover brands across multiple channels — brick-and-mortar, search, social, referrals, word-of-mouth, print ads, the list goes on. All this, while working across multiple devices — mobile, desktop, tablet.





What's more, browsers are likely to bounce back-and-forth between them several times before finally making a purchase.

So, where does this leave you, as an eCommerce business owner or marketer? It's up to you to embrace the chaos of the modern buyer journey by adopting an eCommerce strategy to suit each and every one of those touchpoints.

In this new era of eCommerce, the buyer journey is omnichannel and unpredictable, meaning the most successful brands in the eCommerce industry are approaching growth as an ever-expanding cycle. At Digital Performance Lab, we've developed a framework that not only supports that but gets results. We want to share it with you. It's a four-stage process that we like to break down into: understand, design, deliver, improve.

Ecommerce Growth Framework

We've developed this unique eCommerce growth framework for eCommerce sites that are focused on:

- Acquiring new customers quickly
- Turning those customers into repeat customers
- Converting the repeat customers into brand advocates

Let's delve a bit further into this framework so that you can learn how to apply it to your ecommerce business...



Our eCommerce growth framework typically involves:



Step 1: Understand Your Business & Customers

This is the first stage in our process - understanding your business and customers is key.

First and foremost, establish your goals. Know what you are aiming for. Whether your goal is to attract a certain number of customers or generate a certain amount of revenue within a specific time period, this will enable you to judge the performance of your online store and the efforts of your ecommerce campaigns. Be sure to measure your goals against industry standards and set quantitative benchmarks.

A good starting place would be to set objectives and key results. Objectives describe the goal while key results are the steps you take to get there.

Next up, discover your audience — who they are, what they do, what they want. Knowing who your target audience is will be critical to the success of your ecommerce strategy.

Start by examining how well you are meeting their needs on that journey currently and think of ways you can improve. Think about where your sales or customers come from now? Are they through your website, or via phone call? Where did the person first see your business - was it through a Google search or social media?

Now that you know what you're aiming for and who you're targeting, it's time to develop a tailored strategy that is bespoke to:

- your market
- your customers
- their path to purchase
- their purchase behaviours

Step 2: Design The Perfect Ecommerce Strategy

Design a solution that suits your customers. Having a great Shopify or ecommerce site is important but utilising the channels where your customers are is essential. You need to drive relevant, qualified traffic to your site, then turn that traffic into purchasers.

Using a range of digital marketing channels, you can execute a results driven eCommerce strategy. This usually consists of:

Search Engine Optimisation - getting your business found in search engines.



Keyword Research



Site Audits



Content Creation



On Page Updates



Link Building



Paid Search - building successful Pay Per Click (PPC) campaigns



Search



Shopping



Display



Video

Conversion Rate Optimisation - making your website work and encouraging conversions



Speed



Promotional
Offers



Easy
Checkout



Clear CTA's

Paid Social Advertising - using clever targeting and remarketing to getting the word out and encourage sales



Facebook



Instagram



Twitter



Linked in



Tik Tok

Email Marketing - get the right messages to the right people!



Mailchimp
(or equivalent)



Promotional
Emails



Automated
Workflows



Newsletters

There are lots of digital marketing resources out there, but working out how to find your customer online, increase engagement with them and maximise sales can be daunting, difficult, and confusing. For our clients, our eCommerce growth strategy is bespoke to each business but typically involves these things at the very least:

- Search Engine Optimisation
- Meta Integration to allow for effective Dynamic Ads
- Google Integration to allow for profitable Shopping Ads
- Mailchimp Integration to encourage sales and repeat purchases

It can seem like there are endless options available, lots of new technologies to choose from and lots of conflicting, or misleading advice - all of which make the job of developing your ecommerce marketing strategy feel overwhelming.

Schedule a call with us - we'd love to help out.

Step 3: Deliver Results

Once you've designed your eCommerce process, it's time to get set up. We've developed this checklist of things you'll need to do...

SEO

- Set up Google Search Console
- Set up and configure Google Analytics
- Install and configure an SEO plugin (Yoast is great for Woocommerce sites, and Shopify has their own built-in SEO editor)
- Generate a sitemap and create Robotx.txt file
- Check your website is being indexed
- Find/utilise a Keyword Research Tool (we love SEMRush but keep in mind subscriptions can be pricey!)
- Carry out Keyword Research and prioritise by search volume and difficulty

- Develop an SEO plan and content strategy
- Utilise a technical SEO tools such as; PageSpeed Insights, Google's Mobile-friendly test, SEMRush or Moz Site Audits, Structured Data Markup Helper
- Create & Implement a backlink strategy


Paid Search

- Create a Google Ads Account
- Conduct your research and determine your budget
- Get on Google Shopping
 - Create a Google Merchant Centre account
 - Upload product feed
 - Create Google Shopping Ads
 - Optimise your campaigns
- Set up Remarketing Ads, Search Ads, YouTube Ads & Display Ads
- Continually analyse and optimise campaigns on a weekly, monthly & quarterly basis

Paid Social Ads

- Choose your platforms
- Set up the relevant ad accounts i.e. Meta Ads Manager, TikTok Ads Manger, Snapchat Ads, Pinterest Ads etc
- Install relevant tracking such as Meta Pixel
- Create target audiences
- Build Custom Audiences
- Set up Product Ads and Remarketing Campaigns

Email Marketing

- Choose an email marketing platform (we recommend MailChimp)
 - Gather your contacts and Segment your lists
 - Integrate your chosen platform with your website
 - Build ecommerce marketing email templates
 - Set up Abandoned Cart Emails
 - Develop your content plan
- 



It's important to make sure your efforts deliver real value and results for your business - achieve the stuff that matters. Implement your bespoke ecommerce strategy, or let us do it for you. Get in touch with our ecommerce experts here.

Step 4: Make Data-Driven Improvements

Consider your goals at each stage of your ecommerce strategy - are you achieving them? Have you begun to boost your online traffic? Have you improved your Click Through Rate (CTR)? Has your Cost Per Acquisition (CPA) reduced? And ultimately, are you generating sales?

It's important to measure the effectiveness of your marketing and sales activity. Data and analytics can assist ecommerce companies in measuring how successful their marketing campaigns are, as well as improving decision-making, gaining more omnichannel traction, and informing holistic ecommerce strategies.

Gathering all of your ecommerce and marketing data that is scattered across multiple platforms and channels can be a bit of a messy starting point, as most ecommerce businesses will have data spread across various different mediums. However, you need to bring all of your data together so that it can be organised.

It may be slightly overwhelming but you should find the most important data in the following places:

- Shopify or Ecommerce Platform Analytics
- Email providers such as Mailchimp
- CRM (Customer relationship management) platforms
- Google Analytics Enhanced Ecommerce Data
- Google Ads
- Facebook Ads





Ecommerce analytics can include a wide range of metrics relating to the full customer journey, such as discovery, acquisition, conversion, retention and advocacy.

At Digital Performance Lab, we provide our clients with a bespoke, easy-to-understand dashboard containing all their key data. This helps us and our clients to understand how we can continuously improve.

Our Approach to Ecommerce Growth

Our 4-stage approach to developing your ecommerce site ensures that we understand your needs and design a strategy that will help your site get noticed and get ahead of your competitors.

We will deliver an eCommerce strategy that will improve your online presence, customer experience and growth potential.

Case Studies

Here's some businesses our eCommerce growth framework has helped...

Ecommerce Holiday Campaign for Supplements

An Irish food supplement brand operating in the medical health industry engaged Digital Performance Lab to help implement a Black Friday and Christmas Sales strategy. The implementation of the digital sales strategy involved:

- Email campaigns based on previous purchase behaviour
- Google Ads campaigns incorporating promotional features
- Facebook Ads using custom and lookalike audiences

This resulted in the best months online sales recorded to date at €40,000 for the Black Friday weekend and similar results over Christmas and January.





Ecommerce Growth for High Street Retail

Following our management of the online advertising for a leading lady's fashion retailer in the UK we achieved the following results within the last 3 years:

- Increased turnover from £150,000 per year to £800,000 per year
- Reduced Cost per Acquisition from £30 to £8 on Google Ads
- Generate a 30:1 return on Facebook Ads
- Improved sitewide conversion rate from 1.4% to 1.99%

Ecommerce Campaign for Online Fashion Brand

An online fashion brand came to us wanting to build their email subscriber list. To get started, we created an ecommerce campaign that consisted of:

- Facebook lead generation ad encouraging users to sign up
- An incentive of a £100 voucher towards their Spring wardrobe

The campaign ran for just one week and generated:

- 1,264 leads
- With £356 in ad spend that works out at just £0.28 per lead

We manually tested a number of audiences and ad creative and the results can now be utilised going forward for future campaigns to ensure we keep heading towards that overall subscriber goal.

Thanks for reading!

As you've downloaded our ebook, we'd love to offer you a complimentary 30-minute introductory call via Zoom to learn more about how we can help drive more sales to your business.

Drop us an email to schedule a call:
hello@digitalperformancelab.com